Global Hub of Amazon Startups Opens Applications for Businesses with Impact on the Forest Businesses from anywhere in Brazil can participate with solutions that can generate a positive impact for the forest-based bioeconomy.

June 15, 2022 – Innovative businesses that sustainably use products from Amazonian biodiversity or with the potential to generate competitiveness for sustainable chains can now be part of a Global Hub of Amazon Startups. The partnership between Fundação CERTI and the Amazon Investor Coalition is an opportunity to catalyze the ecosystem of innovation and entrepreneurship in the Amazon, connected to a powerful global network of investors, companies, industries and mentors.

The first round of applications is open until the 20th of July to businesses from different sectors such as food and beverage, sustainable agriculture and regenerative agroforestry, health, pharmaceuticals, cosmetics, ecotourism, transport and logistics, information technology, renewable energy, carbon market, among others. The focus is on businesses with an innovative, scalable profile with the potential to help keep the forest standing.

Through a single enrollment, startups will have access to a series of benefits and opportunities to connect with investors, large companies, accelerators and ecosystem partners, gaining visibility, and increasing their chances of leveraging their business. In this first round, thirty innovative businesses will already be selected to participate in the Synergy Program, carried out by Fundação CERTI.

Synergia is a free, mostly online program aimed at businesses that are in the acceleration stage. The program takes place in two phases: In the first, up to 30 businesses will undergo a diagnosis to receive customized support from specialists, preparation of a pitch and an opportunity to present to a panel of national and international investors. In the second, 15 businesses will be selected for a four-month cycle of strengthening, visibility, connection and five will be able to participate in a face-to-face immersion in the innovation ecosystem of Florianópolis. “We know that
the entrepreneurial journey is not easy, but it can be accelerated with the right connections and support. We have the necessary expertise to help in this process and we are very confident with yet another round of Sinergia, which has already brought excellent results in the first edition”, says Janice Maciel, coordinator of the initiative at Fundação CERTI.

In addition to Sinergia, registered startups will also have the chance to be selected to participate in the 1st Pitch Banking for investors – Candiru Tank – which will be held during the Amazon Investor Coalition Summit in November.

"We will put innovative businesses with a positive impact on the forest in contact with investors, philanthropists and buying companies interested in the Amazon. It is an opportunity to put the business in the spotlight on the international stage”, comments Jonah Wittkamper, Co-founder and CEO of Amazon Investor Coalition.

“These are just the first opportunities that will be available to participating businesses. By being part of the hub, startups now have direct access to our programs and to several other partners in the Amazon ecosystem”, completes Janice Maciel.

Registration link: https://jornadaamazonia.org.br/sinergia/hubstartups/

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In a multilateral strategic partnership supported by the UK government through Partnerships for Forests, Fundação CERTI and the Amazon Investor Coalition want to contribute to strengthening the economic potential of the Amazon as the world’s largest forest-positive bioeconomy and a global leader in decarbonisation.

About the Amazon Investor Coalition (AIC):

The Amazon Investor Coalition is a global learning and investment platform that unites philanthropies and private investors with governments, nonprofits and allies to advance forest-friendly economic development and the rule of law in the entire Amazon region. Launched on September 16, 2020 at the United Nations Global Governance Forum 75, it is a non-profit organization that operates as a collaborative program of the Earth Innovation Institute and the Giving Back Fund, with support from a variety of partners, including Partnerships for Forests and NEXUS.
About Fundação CERTI:

Fundação CERTI is an independent and non-profit institution, based in Florianópolis/SC. With its experience accumulated since 1984 in the Science, Technology and Innovation environment in Brazil, it provides services and develops products, systems and processes, combining its competences in focus areas structured through its Reference Centers in Innovative Technologies CRITs, which work in synergy and cooperation with partner entities in the country and abroad. It is a reference in the promotion and development of innovation ecosystems in Brazil, created the first incubator (Celta) and the most awarded accelerator in the country (Darwin Startups). In the Amazon, it has been present for 20 years with the Instituto CERTI Amazônia, in addition to leading the Jornada Amazônia initiative, which aims to contribute to Forest Conservation by activating the Impact Entrepreneurship and Innovation Ecosystem and promoting the competitiveness of the standing forest.